

ASHE Chapter Leader's Social Media Resource Guide



ABOUT THIS GUIDE

This guide is intended to provide basic social media knowledge to the American Society for Health Care Engineering's (ASHE) Affiliated Chapter leaders, so they may share their chapter's positive experience with the general public and potential new members. Social media, although very fun and entertaining, can also be a powerful marketing tool that can affect a chapter's reputation locally and nationally. This guide is designed to increase the reach of chapters locally while protecting the members and image of the organization. ASHE supports more than 52 affiliated chapters. Chapters are the face of ASHE and social media can provide a powerful way for chapters to connect with members and potential members. This guide is designed to help ASHE chapters with knowledge, best practices, and tips to establish and manage social medial platforms.

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WHAT IS SOCIAL MEDIA?

Social media is one of the most powerful tools for sharing information. Social media in this context is defined as web-based and mobile platforms for user-generated content that create interactive and highly accessible, often public, dialogue.

THE BENEFITS OF USING SOCIAL MEDIA



Social media is used by billions of people all over the world to share information and to stay connected. Social media allows chapters to communicate with members and other prospects. Social media is a channel for learning new things and being entertained. Social media can broaden a member's knowledge in the industry and build their professional network by making connections with other professionals. Social media allows for conversation with the audience and the ability to elevate the chapter's brand.




TYPES OF SOCIAL MEDIA

Social media platforms may include (but are not limited to) the following:

- Blogging – Blogger, LiveJournal, Xanga
- Microblogging – Dailybooth, Foursquare, Google Buzz, Posterous, Tumblr, Twitter
- Podcasting - Blubrry
- Social networking – Bebo, Facebook, Google+, LinkedIn, MySpace, Orkut
- Social news sharing – Digg, Reddit
- Social bookmarking/social tagging – Delicious, Diigo, Google Reader, StumbleUpon
- Video hosting – Vimeo, YouTube

POPULAR SOCIAL MEDIA PLATFORMS

-  Facebook:
 - Facebook is a **friendly and casual** network. Facebook allows people from around the world to network with each other, as well as with companies and organizations.
 - ✓ Features for Chapters
 - Facebook contains an advertising platform that allows the chapter to target individuals interested in purchasing products.
 - Facebook has ecommerce integration that allows users to purchase from your chapter by clicking one button.
-  LinkedIn
 - LinkedIn is the **professional** social network where individuals are more likely to share and interact with career-specific content.

- LinkedIn is ASHE’s most successful social media platform because of its professional nature. ASHE also engages in “sponsored content,” which is an advertising tool. ASHE budgets certain funds to boost content exposure and reach new audiences beyond current membership.
 - ✓ Features for Chapters
 - One of the best qualities of LinkedIn is that the audience is business-minded and often open to networking opportunities and hearing about ways to improve how they work or ways to make their jobs easier. This platform provides an opportunity for brands to connect with decision makers.
 - LinkedIn has digital ad opportunities that allow brands to reach specific audiences and those who make purchasing decisions.
-  Twitter
 - Twitter is a **news-based** social network, and is often a good platform for live reporting and commenting.
 - ✓ Features for Chapters
 - Twitter allows chapters to use hashtags to follow and participate in trending topics on social media.
 - Twitter allows chapters to reach new audiences.
-  Instagram
 - Instagram is the **image-based** social network, perfect for sharing event photos and other graphic-based promotions.
 - ✓ Features for Chapters
 - Instagram allows chapters to showcase their products and tell their story visually.
 - Instagram allows chapters to show live videos, including footage of meetings and conferences.
 - Instagram allows users to send direct messages.
-  YouTube
 - YouTube is a **video-based** platform, perfect for sharing promotional videos, educational recordings, event videos, and more.
 - ✓ Features for Chapters
 - YouTube allows chapters to affordably publish video content that drives engagement.
 - YouTube allows chapters to reach a wider audience. The content posted on YouTube by your chapter is searchable in both YouTube and Google.
 - YouTube can be used for chapters to share educational and how-to videos.

Your efforts in social media should be an extension of everything else you do in all departments of your organization. Capturing your chapter's voice and sharing it with the world through social media will open unique opportunities in all other channels of inbound marketing, including search engine optimization, branding, public relations, sales, and more.

Overview guides for each social media platform are linked below:

- [LinkedIn for Beginners](#)
- [Facebook for Beginners](#)
- [Twitter for Beginners](#)
- [Instagram for Beginners](#)
- [YouTube for Beginners](#)

SOCIAL MEDIA ENGAGEMENT AND COMMUNITY

Perhaps the greatest value of social media marketing is that it enables you to foster and engage with a community of other people. By providing a great place of engagement for your community and helping build valuable, authentic resources for your chapter's niche, you're also building up authority for your chapter within your industry. You'll find your members increasingly trusting what you say and coming to you for resources that can help them solve their challenges.

Engagement is fostered in two ways. The first is by responding to user's mentions, questions, commentary, and so forth. At the beginning of a community's development it is critical to be very present and active, and this means responding to most user commentary and all questions. You might pay attention to the timing of your updates, the format or sentence structure you use (are you asking questions, making bold statements, etc.), and even the type of media you're using.

CONTENT CREATION TIPS

Search traffic data, on-site engagements, and social listening efforts to determine what people are looking for and to create content that fulfills their needs. Topics for content will likely fall in one of three buckets:

1. **Learn and improve:** "Learn and improve" content is designed to optimize your customers' tasks or workflow. You are attempting to make their lives better by helping them more fully use your product (feature education, etc.) or by offering assistance. The main goals of this content type are to build authority, drive connections, and increase engagement.
2. **Explore and discover:** Customers wanting to get creative and find new ways to use your product are looking for "explore and discover" content. For this group, building relationships is going to be tantamount; these relationships will breed ideation and community.
3. **Question and answer:** The "question and answer" type of content serves to meet customer support needs. Something has gone wrong, and customers seek a solution. This content can range from a detailed forum thread on resolving a technical issue to a simple question and answer on how to make a product return. Your main goal is to drive answers.

HOW TO GAIN FOLLOWERS

Having a good, or great, social media presence can help your business grow, but growth will only happen after you develop a large following and learn how to give followers what they really want. The following

link provides some great ways any business owner or marketer can increase their social media presence and help their business grow.

<https://www.inc.com/jayson-demers/39-ways-to-get-more-social-media-followers.html>

WHAT SHOULD I BE MEASURING?

Ultimately, the metrics you choose to monitor should drive action. Following are some options for measurement.

- **Followers** – the people who will be regularly exposed to your posts and content
- **Reach** – the number of individuals who have seen your content
- **Impressions** – the potential number of times your content was seen (not the number of times it was actually seen). This could include the same person seeing it twice if it reappears in their timeline/feed.
- **Sentiment** – when tracking online conversations, social intelligence tools use natural language processing to segment negative and positive statements
- **Share of Voice** – by tracking the social conversation around your brand and your competitors, you can calculate the percentage of audience conversation focused on your brand
- **Shares/Retweets** – how many times your content is shared by others, increasing its reach
- **Mentions** – how many times your brand is mentioned in tweets or posts
- **Comments** – the number of comments posted on one of your posts
- **Likes** – probably the least valuable metric as people can often hit like without reading the full story
- **Page views** – how many times someone accessed a particular piece of content on your site
- **Users** – Page view numbers can be affected by repeated visitors; the number of users will tell you how many separate people viewed your content
- **Average time on page** – allows you to work out whether people are skim reading your content or taking the time to read and digest
- **Bounce rate** – the percentage of people who leave your site after viewing only one page
- **Video views** – Serves the same function as page views; how many times did someone watch your video? Different platforms have varying rules on what constitutes a view
- **Conversions** – the number of people who completed to your desired result, which may be buying a product, requesting a demo, downloading content: whatever goal you have chosen

Recommended Social Media Tools, and News Outlets to Follow for Inspiration and Insight

- [Social Media Today](#)
- [AdWeek](#)
- [PRWeek](#)
- [Mashable](#)
- [Buffer](#)
- [SproutSocial](#)

HELPFUL TOOLS

Stock Photos

- Looking for free photos to use on social media or other marketing pieces? You could get a subscription or package plan with stock photo websites like [iStock](#) or [Thinkstock](#). However, consider these few free stock photo websites:
 - [Pexels](#)
 - [Unsplash](#)
 - [StockSnap.io](#)
 - [Pixabay](#)
 - [MMT Stock](#)

Note: Please do not share photos you find by doing a Google image search; you may fall into copyright issues. Unless the image is embedded in an article and the image is populated in the link preview, or you are given permission to share a specific image, stick to photos from your own events and stock photos.

Canva: Graphic Design Tool

- You don't have to be a professional graphic designer to make stunning visual graphics. Canva is a simple online tool that allows you to make all sorts of graphics (social media, PowerPoint slides, infographics, email banners, and more) with a simple drag and drop!
- Canva offers several [pricing options](#).

Hootsuite: Social Media Scheduling Platform

- Hootsuite offers a free trial but the basic package starts at \$19/month.
- This platform also has a URL shortener built in, saving you time!

LIST OF ASHE ACCOUNTS TO FOLLOW

Place these important links on each of your chapter's social media accounts and link to ASHE.

LinkedIn: <https://www.linkedin.com/company/american-society-for-healthcare-engineering-ashe/>

Facebook: <https://www.facebook.com/asheaha/>

Twitter: <https://twitter.com/asheaha>

YouTube: <https://www.youtube.com/user/asheaha>